

Creating a Listing Part 1 – What You Will Need

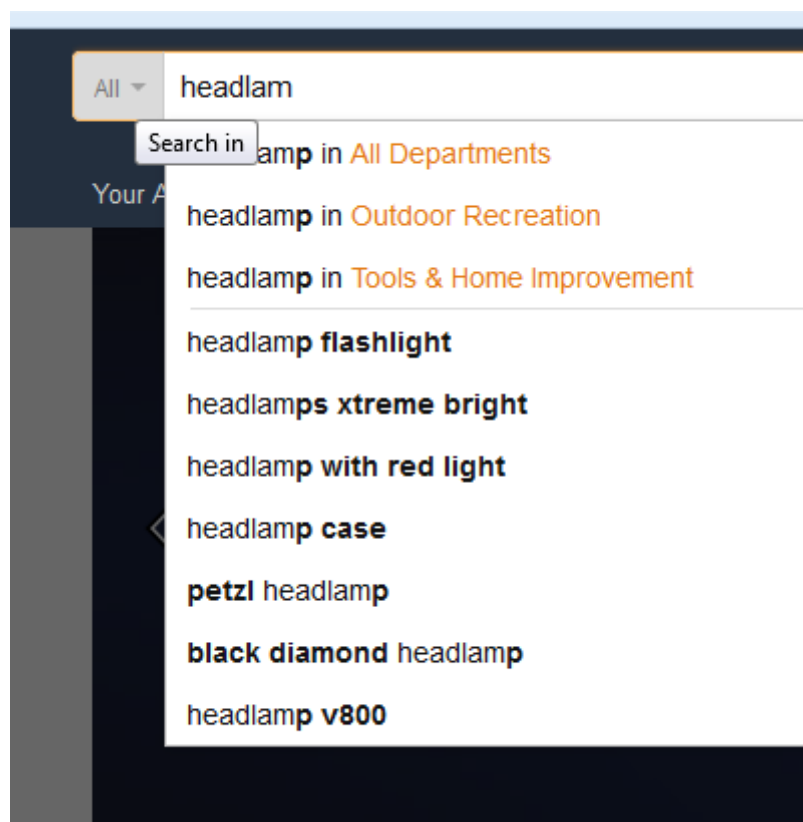
Before creating your new listing, there are a few things you will need

UPC Code (if necessary refer back to the lecture 'UPC Code and More' and the associated handout)

Category and sub-category. You want your product to be listed in the same category and sub-category as the best selling items similar to your product.

The best way to do this is by typing your product in the search bar on Amazon, then clicking through on the best-selling items to see which category and sub-category they are listed in. Make a note of this information

Keywords. We already gathered a small list of keywords for the title, but now we need a bigger list. Retrieve your original keyword list if you still have it. If not, go to Amazon and use the 'auto suggest' to generate and make a note of the most important keywords.



Next go to <http://keywordtool.io/amazon> and generate a larger list. Copy the list to a notepad

Keyword Suggestions

Search for "headlamp" found **186** unique keywords

Want to get up to 2x more keywords instead? [Subscribe to Keyword Tool](#)

☐ Keywords ?	Search Volume ?	CPC ?
☐ headlamp	15,000	1.50
☐ headlamp flashlight	15,000	1.50
☐ headlamps xtreme bright	15,000	1.50
☐ headlamp with red light	15,000	1.50
☐ headlamp case	15,000	1.50
☐ headlamp rechargeable	15,000	1.50
☐ headlamp waterproof	15,000	1.50
☐ headlamp petzl	15,000	1.50
☐ headlamp black diamond	15,000	1.50
☐ headlamp aa batteries	15,000	1.50
☐ headlamp aa	15,000	1.50
☐ headlamp aaa	15,000	1.50
☐ headlamp assembly	15,000	1.50
☐ led headlamp aa	15,000	1.50

Do You Need
Keyword Tool
Volume Data

Remove any duplicates or keywords that do not apply to your product

Images. A minimum of 4 images.

Title, Bullet Points and Description. You can create these at the time of setting up the description, or you can write them out on a text file ahead of time.

The approximate weight of your product. This will be displayed on your listing page, so if you are guessing, try to be fairly accurate! It also helps if you have the measurements of your item. **The length, width and height.**